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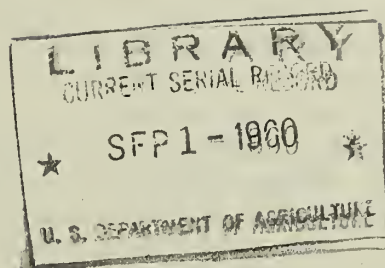
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CONSUMER PURCHASES OF

# SELECTED FRUITS AND JUICES



MARCH 1960

CPFJ- 99

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

June 1960

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

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MARCH 1960

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The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

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SUMMARY

Household consumers purchased pineapple-grapefruit drink in record quantity in March 1960, and purchases of frozen concentrated orange juice rose to the highest March level yet reported. Chilled orange juice climbed 11 percent from March 1959 to almost equal the peak month of March 1958. Prune juice was up 5 percent to remain close to 1954-56 averages. Purchases of canned orange juice, while dipping sharply from the preceding months and the 1954-56 March average, remained substantially greater than a year earlier.

Purchase levels of tomato juice and of orange drink held above 1954-56 averages, despite a drop from March 1959. On the other hand, declines of 15 percent in purchases of canned grapefruit juice and canned pineapple juice brought levels close to the low points for those products. Lesser declines were reported for miscellaneous canned juices and miscellaneous frozen concentrated juices.

Purchases of fresh grapefruit remained close to the 1954-56 averages, reflecting a 9-percent gain over March 1959. Buying of fresh oranges, however, dropped a little from the relatively low volume of a year earlier.

FROZEN AND CHILLED JUICES

FROZEN ORANGE  
CONCENTRATE AT  
NEW MARCH PEAK

Consumer purchases of frozen concentrated orange juice climbed to a new March high of 5.6 million gallons. This was the third month in succession that buying rose to a new monthly peak. <sup>1/</sup> Purchases were up 28 percent from a year earlier and 11 percent from the pre-freeze (1954-56) average for the month. With buying also on the high side in December, cumulative purchases during the first half of the season, October 1959-March 1960, were greater than in earlier years, despite a slow

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<sup>1/</sup> Data in this report are for 28-day periods to facilitate comparisons.

start. Retail prices averaged 18.1 cents per 6-ounce can, almost the same as in the 2 preceding months, but 2.2 cents less than in March 1959. Nearly 28 percent of families bought, compared with 26 percent a year earlier. Buying-family purchases amounted to 8.3 6-ounce cans, up 1.3 cans or 18 percent. With the exception of May and June 1957, when prices were 13 or 14 cents, this was the largest size purchase yet reported. On the other hand, the proportion of families buying was smaller than in earlier years, and the number of families that bought in March 1960 was about the same as in March 1955 (table 4).

MISCELLANEOUS  
FROZEN CONCENTRATES  
DOWN

In contrast to the upturn in frozen orange concentrate, purchases of the miscellaneous frozen concentrated juices fell 12 percent from March 1959 to 0.6 million gallons. Except for November and December 1959 this was less than was bought in any month for several years. On the average, these products cost 18.6 cents per 6-ounce can, 0.5 cent more than frozen orange concentrate (table 12).

HEAVY DEMAND  
FOR CHILLED  
ORANGE JUICE

Purchasing of chilled orange juice continued to increase in March. Retail sales of 2.2 million gallons constituted a gain of 11 percent over a year earlier, and were almost equal to the peak reported for this product. Buying was also heavy in February, but cumulative purchases for the first half of the season were 7 percent behind the corresponding period a year earlier and 10 percent behind 2 years earlier. The increase over March 1959 was associated with a larger proportion of families buying. Retail prices were down 2.9 cents to 38.7 cents per quart, the lowest in 2 years (table 5).

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE  
MAKES UNSEASONAL  
DIP

Close to a million cases of canned orange juice were bought for home consumption in March for a substantial gain over the low level of a year earlier. Nevertheless, the volume was down from the 2 preceding months in contrast to the pre-freeze pattern of March holding at January-February levels. About 8 percent of the Nation's families bought, compared with 10 percent in February and 7 percent in March 1959. Purchases averaged 2.2 46-ounce cans per buying family, 20 percent more than a year earlier. Retail prices, steady since December, averaged 36.7 cents per can, 5.8 cents less than in March 1959 (table 6).

GRAPEFRUIT  
JUICE FALLS TO  
NEW MARCH LOW

Relatively few families buying and a small average size of purchase led to the lowest March purchase of canned grapefruit juice yet reported. Cumulative purchases in the first half of the season were the same as a year earlier, but were substantially below



those of earlier years. The 5.5 percent of families that bought and the 1.9 46-ounce cans purchased per buying family were both about the lowest reported for any month in the 10-year series. Retail prices averaged 32.7 cents per can, 1 cent more than in February, and a little more than a year earlier (table 7).

PINEAPPLE JUICE  
DOWN 15 PERCENT  
TO 9-YEAR LOW

About 0.9 million cases of pineapple juice were bought for home consumption in March, the smallest volume reported for any month in 9 years. The 8.6 percent of families buying represented a loss of 2 percentage points from a year earlier and the lowest proportion in the 10 years these data have been reported. Buying family purchases held at 1.9 46-ounce cans. Retail prices averaged 31.8 cents per can, 0.4 cent less than a year earlier (table 8).

PRUNE JUICE UP  
MODERATELY

Household purchases of prune juice held at slightly more than 0.6 million cases in March, a little less than the 1954-56 average for the month. Purchases were up about 5 percent from a year earlier, reflecting a greater proportion of families buying. The size of the average buying family's purchase held at 2.2 quarts. Prices paid were up 1.1 cents to 43.7 cents per quart, almost the same as the peak prices of August and September 1959 (table 9).

TOMATO JUICE  
DOWN

Household purchases of tomato juice dropped from a year earlier to fall to the 1954-56 March average. During the past 2 years purchases of this product have been usually greater than the 1954-56 monthly averages. Buying-family purchases amounted to 2 46-ounce cans for the 17 percent of families that bought. A year earlier, 18 percent of families bought and the size of purchase also was larger. Retail prices were up 0.4 cent to 27.3 cents per can (table 10).

MISCELLANEOUS  
JUICES DOWN  
5 PERCENT

Retail sales of miscellaneous canned juices were down moderately from March 1959 to 1.5 million cases. About 17.5 percent of the Nation's families bought one or more of these products during the month. The average family's purchase of 1.5 46-ounce cans was made at a price of 37.1 cents per can (table 11).

CANNED JUICES OFF  
3 PERCENT IN TOTAL

A total of 6.4 million cases of canned single-strength juices was bought for home consumption in March 1960, 3 percent less than in the same month a year earlier. Buying fell off even more from the preceding 28-day period in contrast to the usual seasonal rise between February and March. The average size of purchase, with 44 percent of families buying, was 2.7 46-ounce cans (table 11).

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### ORANGE DRINK DOWN TO AVERAGE

Retail sales of single-strength orange drink were off 9 percent from March 1959, to bring the purchase level almost down to the 1954-56 March average. Purchases of this product had been above the 1954-56 averages in the cooler months since October 1957; in the warmer months, however, purchases have been below the averages. Fewer buying families were associated with the decline from a year earlier. Prices paid at 31.2 cents per 46-ounce can were almost unchanged (table 13).

### NEW PEAK FOR PINEAPPLE- GRAPEFRUIT DRINK

Retail prices of pineapple-grapefruit drink dropped nearly a cent during March, and purchases rose to a new peak of 1.3 million cases. While this was only a slight increase over the preceding month, it was substantially more than a year earlier, and three times the volume of three years earlier. Purchases averaged 2.6 46-ounce cans for the 9.4 percent of families buying. These were gains over March 1959 of 0.6 can in the average size of purchase and 1 percentage point in the proportion of families buying. Prices were down 2.2 cents to 28.3 cents per 46-ounce can, the lowest in more than 3 years. This was 1 cent more than paid for tomato juice, but 3 to 9 cents less than the cost of other processed products ordinarily purchased in 46-ounce cans (table 14).

Purchases of miscellaneous canned fruit drinks for home consumption amounted to 1.3 million cases in March 1960, the same as in the preceding month. Data are not available for a year earlier. Purchases averaged 2.3 46-ounce cans per buying family, with 11 percent of families buying one or more of these products during the month. On the average, the miscellaneous fruit drinks cost 35.4 cents per can. In total, household consumers bought about 3 million cases of canned fruit drinks in March. These products were purchased by about 20 percent of the Nation's families (table 12).

## FRESH AND CANNED FRUIT

### ORANGES SLIP A LITTLE

About 2.4 million boxes of fresh oranges were purchased in March, a little less than a year earlier and 21 percent less than the pre-freeze (1954-56) average for the month. Buying was off about 12 percent from February, more than twice the usual decline between the 2 months. About 40.6 percent of families bought oranges, the same as a year earlier, but fewer were purchased per family. Prices were 51.8 cents per dozen, an advance of 1.7 cents over March 1959 (table 15).



The indicated production of oranges in the 1959-60 season is about the same as a year earlier. Crops in California are smaller than in 1958-59, but offsetting increases are reported in other producing areas.

GRAPEFRUIT  
UP 9 PERCENT

Retail movement of fresh grapefruit was up 10 percent from a year earlier to 2.4 million boxes, the largest March volume reported for several years. Total purchases for the first half of the season were the largest since 1955-56. About 29 percent of families bought grapefruit compared with 28 percent in March 1959. Purchases per buying family held at about a dozen fruit. Grapefruit cost 85.2 cents a dozen, 1 cent less than a year earlier but 7.5 cents more than the 1954-56 March average (table 16).

The indicated grapefruit crop for the 1959-60 season is 7 percent smaller than a year earlier. This reflects a smaller crop in Florida and some decline in California. Production in Texas and Arizona, however, is up from 1958-59.

GRAPEFRUIT  
SECTIONS  
STEADY

Retail purchases of canned grapefruit sections amounted to 209,000 cases in both March 1959 and March 1960. Total purchases for the season through March, however, were 14 percent below the corresponding 6 months of 1958-59. The 3.5 percent of families that bought grapefruit sections in March was the smallest proportion reported in the 3½ years these data have been obtained. The size of the buying family purchase, however, was considerably larger than usual. Retail prices were down 0.5 cent to 20.2 cents per No. 303 can (table 17).

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, March 1960 and 1959

Commodity	Total purchases			Purchases per buying family				Families buying		Average price paid per actual unit	
				Number		Quantity per purchase					
	March 1960	March 1959	Change, 1960-59	March 1960	March 1959	March 1960	March 1959	March 1960	March 1959	Unit	March 1960 : 1959
	1,000	1,000		Number	Number	Ounces	Ounces	Percent	Percent		Cents
FROZEN CONCENTRATED JUICES:	gallons	gallons	Percent	Number	Number	Ounces	Ounces	Percent	Percent		Cents
Orange	5,579	4,367	28	2.2	2.1	22.6	20.0	27.8	26.1	6-oz.	18.1
Miscellaneous	607	690	-12			14.6	13.6			6-oz.	18.6
Total	6,186	5,057	22		2.3		18.7		28.8		19.7
CHILLED ORANGE JUICE	2,220	1,993	11	3.0	3.1	38.6	36.8	4.7	4.4	32-oz.	38.7
	1,000	1,000									41.6
CANNED SINGLE-STRENGTH JUICES:	cases 1/	cases 1/									
Orange	964	694	39	1.7	1.6	59.6	52.8	7.9	6.7	46-oz.	42.5
Grapefruit	589	689	-15	1.4	1.4	60.9	63.9	5.5	6.5	46-oz.	32.7
Pineapple	915	1,079	-15	1.5	1.5	59.7	60.5	8.6	10.4	46-oz.	31.8
Prune	624	596	5	1.8	1.8	39.2	39.9	7.3	6.9	32-oz.	42.6
Tomato	1,865	2,033	-8	1.5	1.5	61.3	65.0	17.1	18.1	46-oz.	27.3
Miscellaneous 2/	1,460	1,536	-5	1.8		39.4		17.5		46-oz.	37.1
Total	6,417	6,627	-3	2.4		51.7		43.9			
CANNED SINGLE-STRENGTH DRINKS:											
Orange	404	444	-9	1.5	1.5	70.4	68.0	3.3	3.7	46-oz.	31.2
Pineapple-grapefruit	1,322	973	36	1.4	1.4	83.9	66.9	9.4	8.6	46-oz.	28.3
Miscellaneous fruit	1,294			1.7		61.3		10.6		46-oz.	35.4
CANNED GRAPEFRUIT SECTIONS	209	209		1.5	1.4	37.9	34.7	3.5	4.1	16-oz. 3/	20.2
											20.7
FRESH FRUIT:	1,000	1,000									
	boxes	boxes									
Oranges	2,419	2,465	-2	2.1	2.2	12.2	12.1	40.6	40.5	Doz.	51.8
Grapefruit	2,384	2,178	9	2.0	2.0	5.9	5.8	29.1	28.2	Doz.	85.2
										Doz.	86.1

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can.

Omission of entry indicates data are not available.



Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.		2,466		2,980		440		346		6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

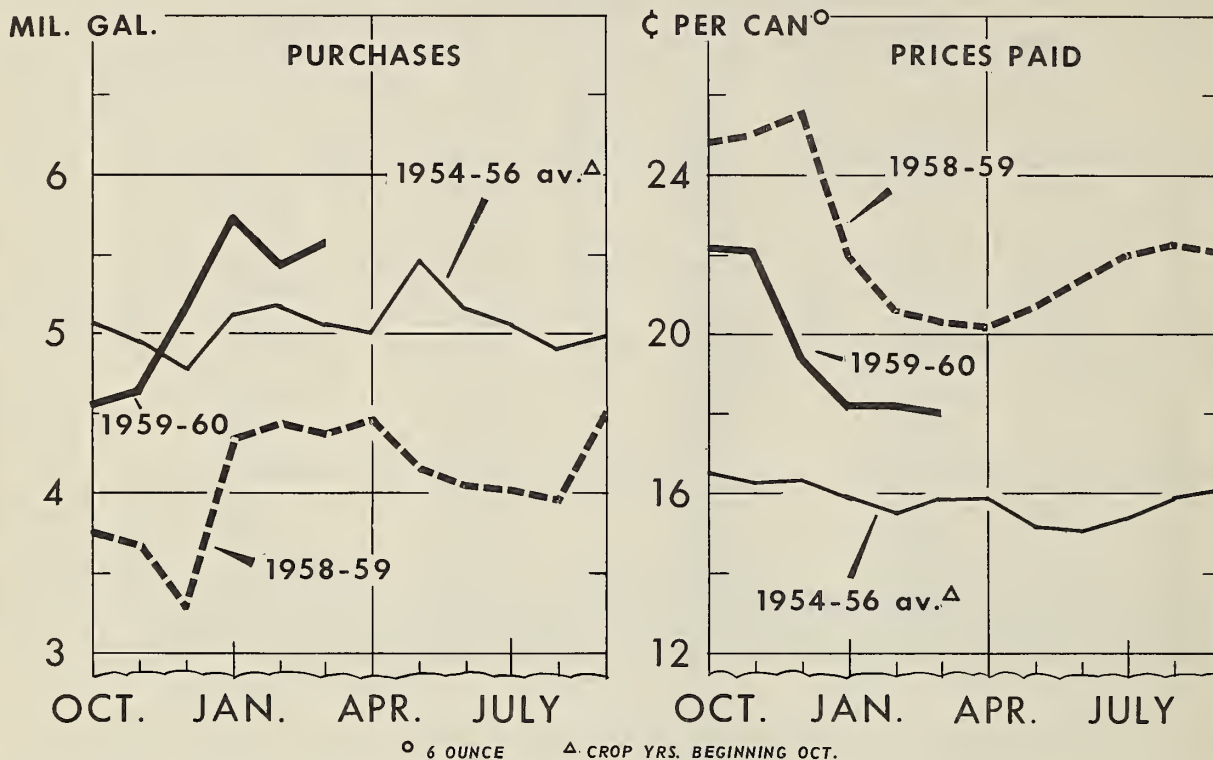
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.		1,958		647		167		2,772
May		1,383		648		144		2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60(5) AGRICULTURAL MARKETING SERVICE

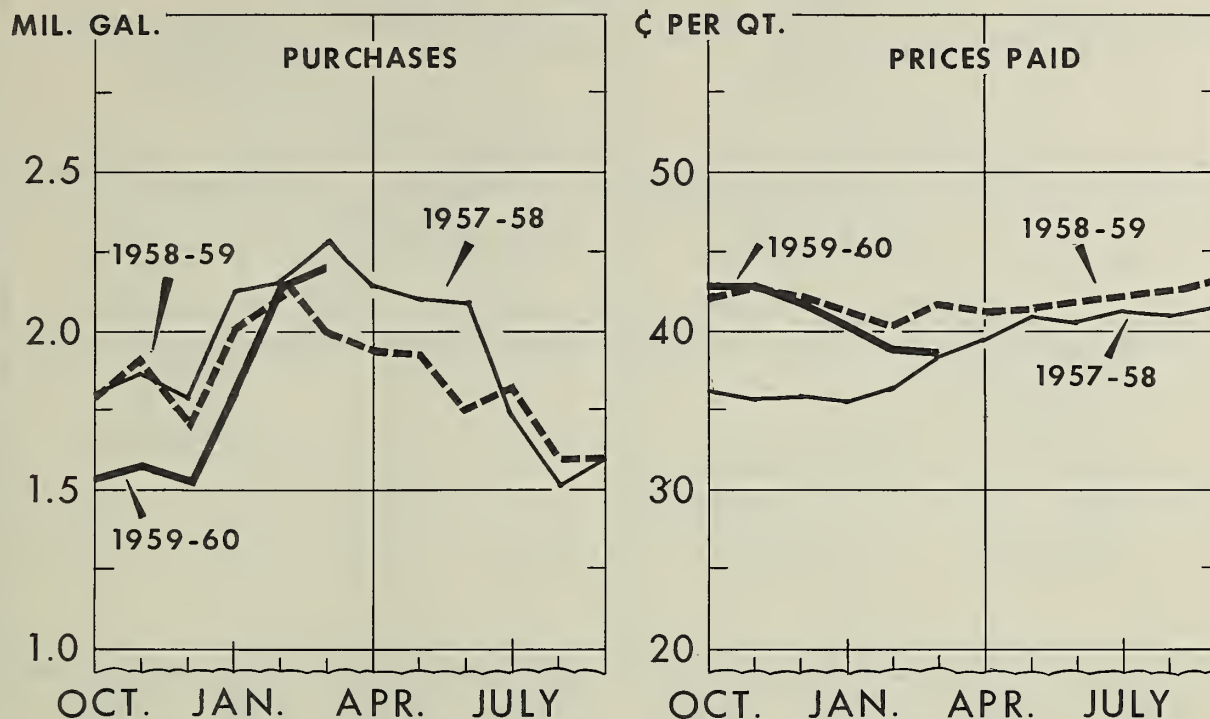
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1956-57	1959-60	1958-59	1956-57	1959-60	1958-59	1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	15,902							
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.	25,707	32,579							
Apr.	4,448	5,006		25.8	25.2		20.2	15.8	
May	4,131	5,441		24.8	24.2		20.7	15.2	
Jun.	4,066	5,147		25.9	23.5		21.3	15.1	
Oct.-Jun.	39,221	49,479							
Jul.	4,018	5,061		24.5	22.9		22.0	15.4	
Aug.	3,971	4,897		24.5	23.0		22.3	15.9	
Sep.	4,509	4,987		26.9	24.0		22.1	16.1	
Season	52,870	65,680					22.1	15.8	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60 (5) AGRICULTURAL MARKETING SERVICE

Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

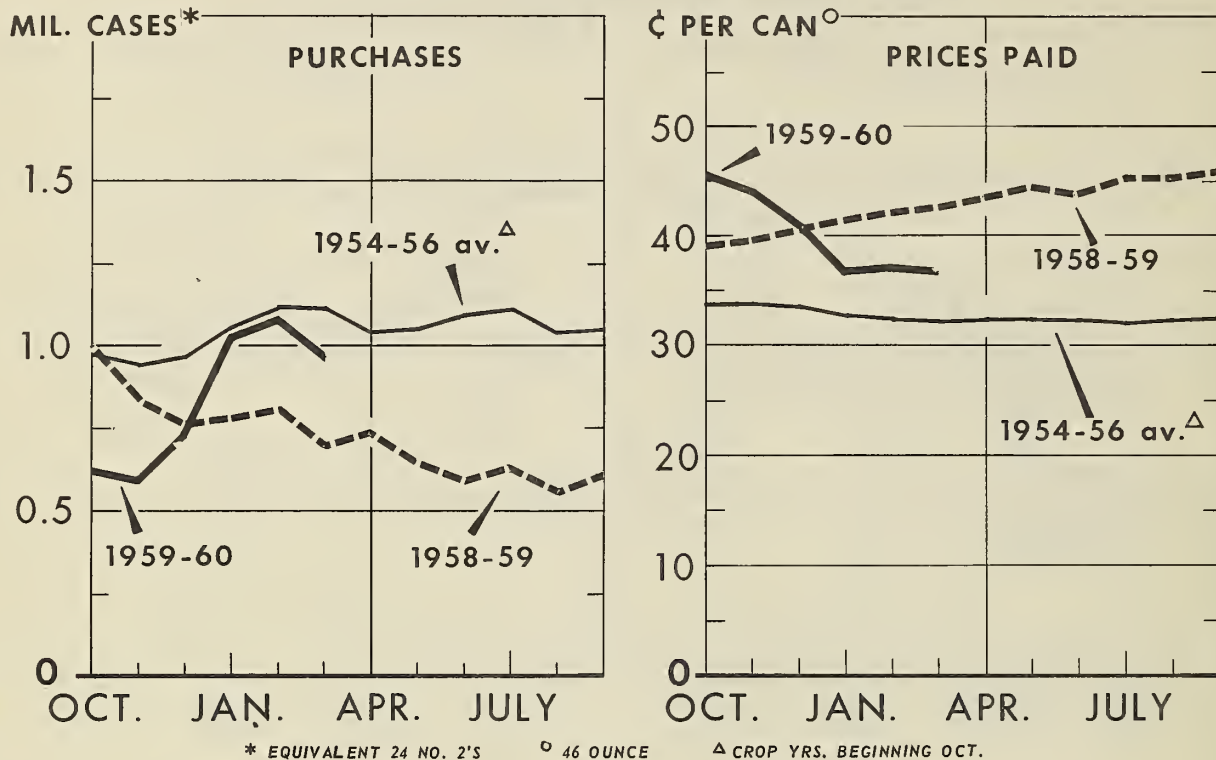
Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.		1,942	2,147		4.1	4.4		41.2	39.6
May		1,925	2,099		4.1	4.2		41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.



# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649- 60(5) AGRICULTURAL MARKETING SERVICE

Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

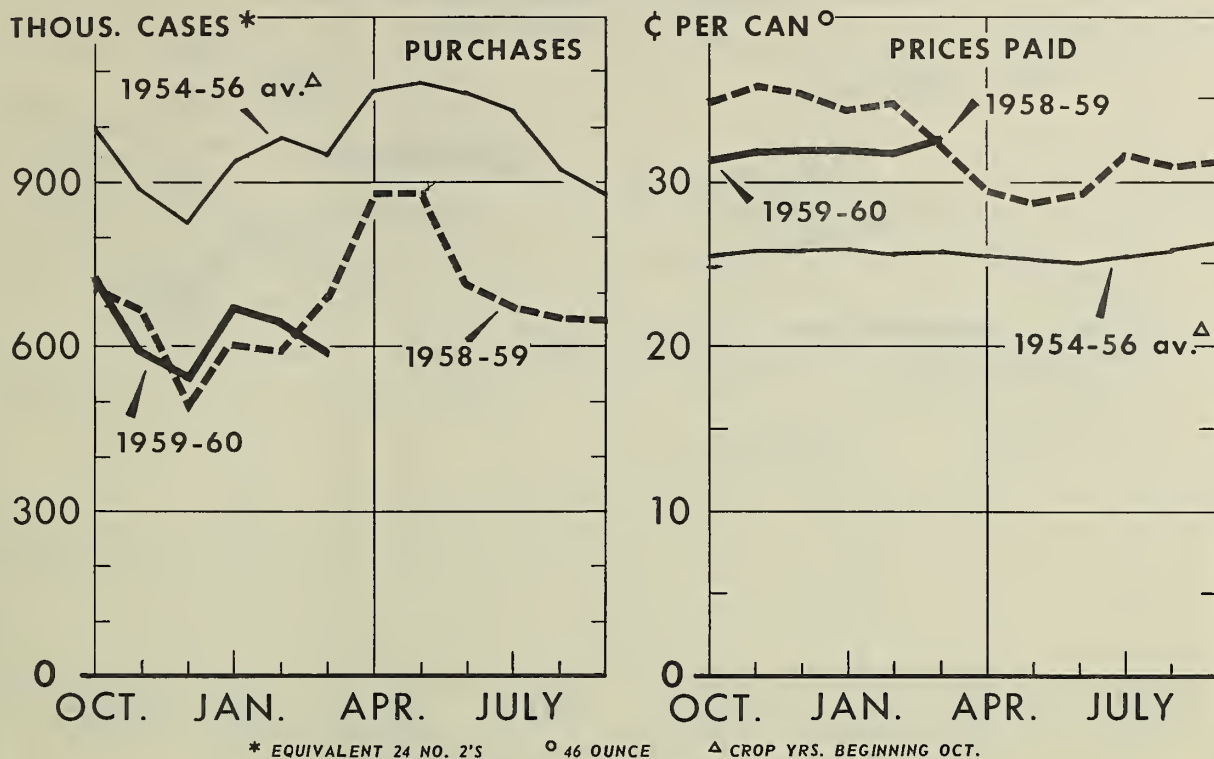
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.		734	1,033		7.0	11.4		43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60 (5) AGRICULTURAL MARKETING SERVICE

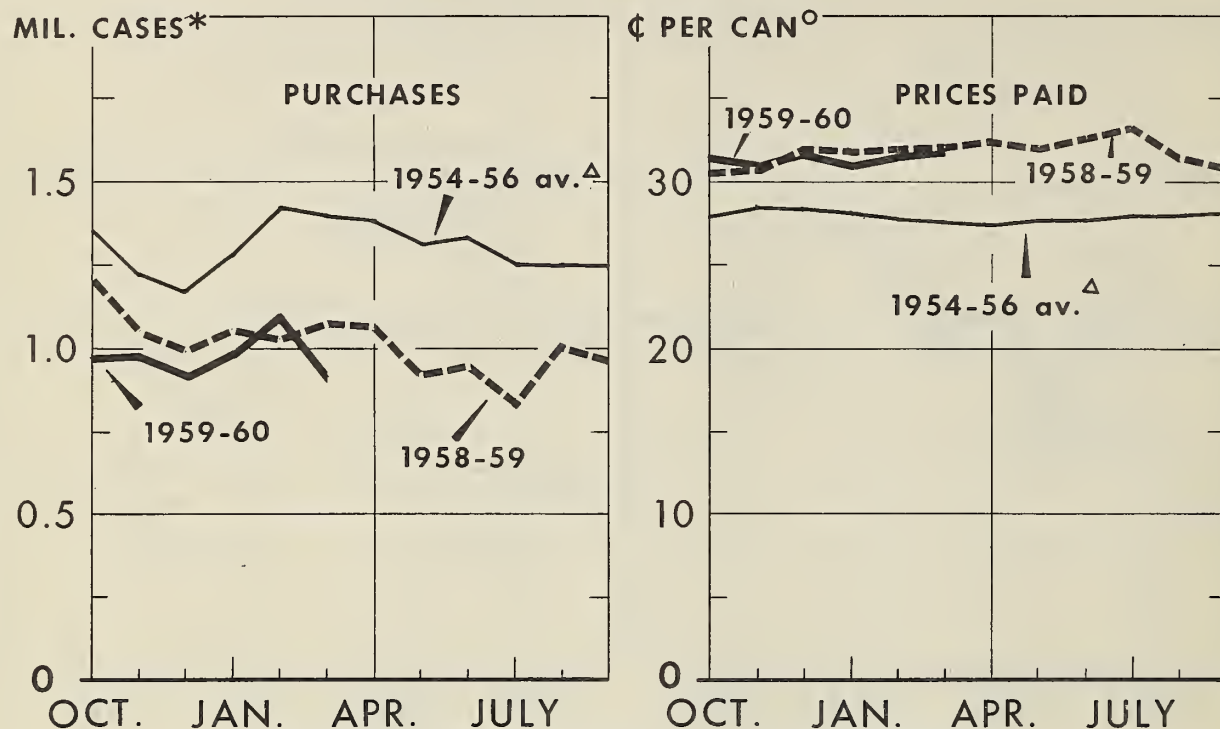
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.		880	1,069		7.3	7.8		29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2's

° 46 OUNCE

Δ CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548- 60 (5)

AGRICULTURAL MARKETING SERVICE

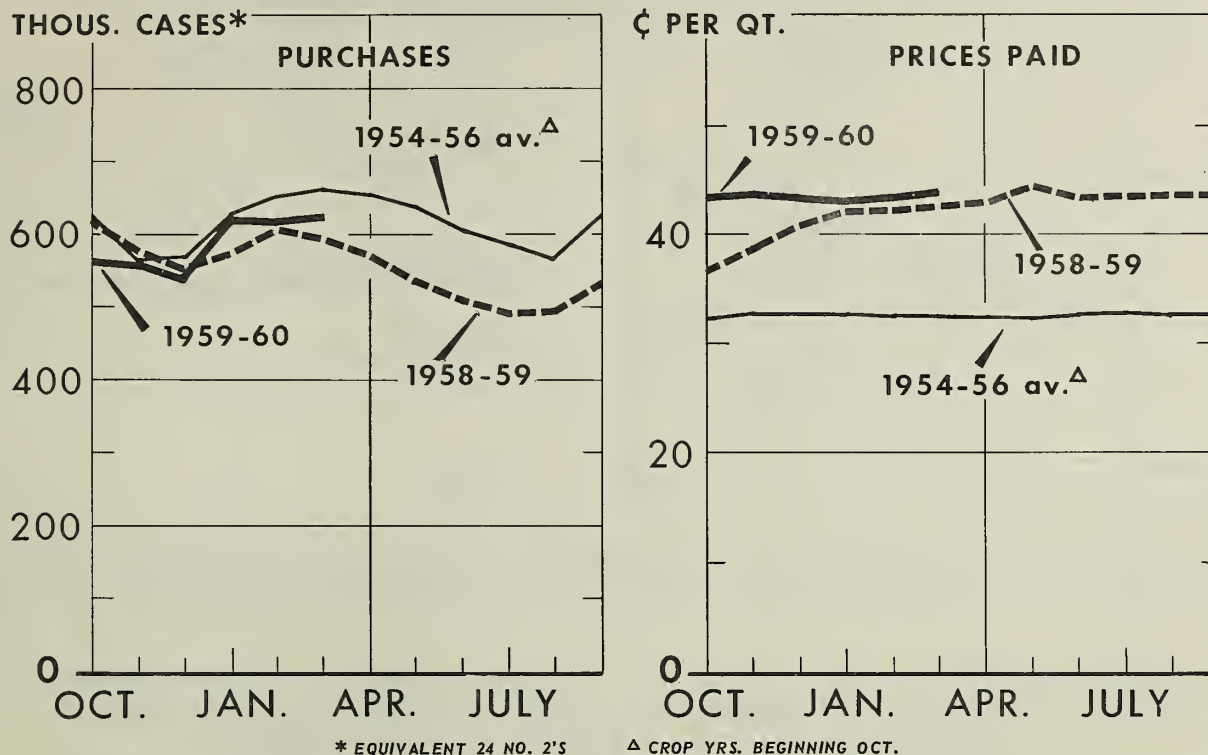
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.		1,066	1,388		10.6	11.8		32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60 (5) AGRICULTURAL MARKETING SERVICE

Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

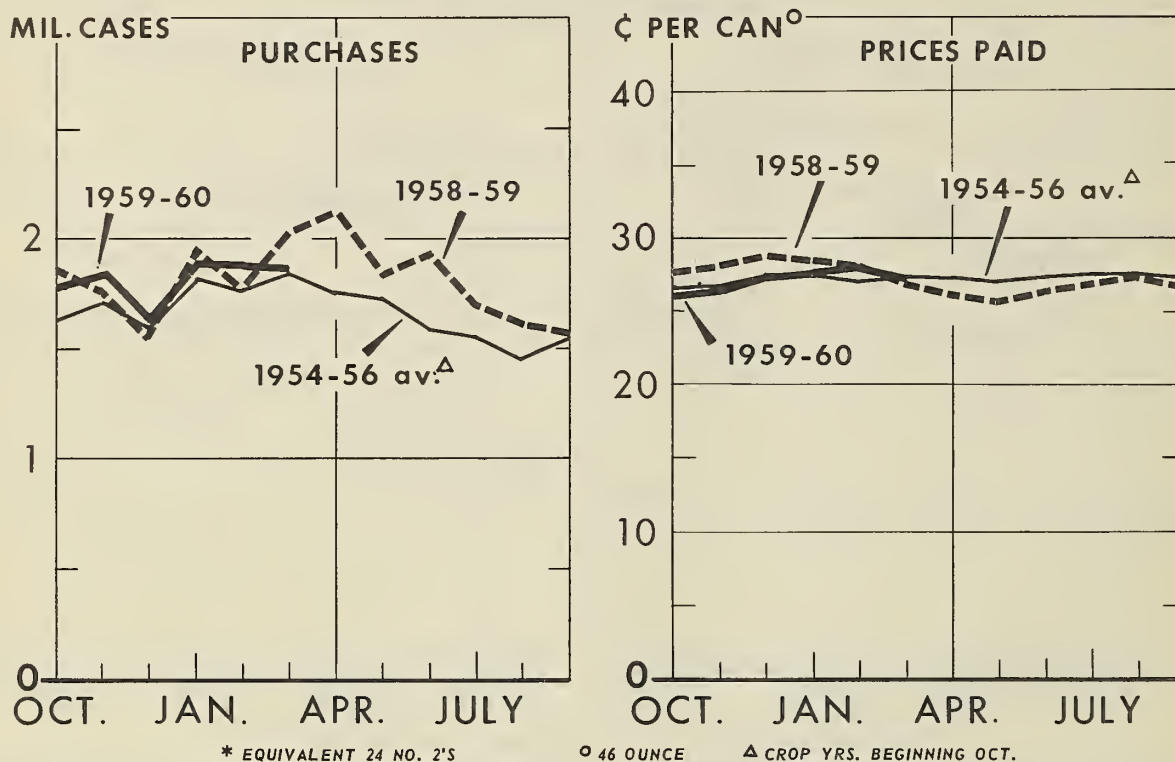
Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.		572	653		6.9	7.4		42.9	32.4
May		536	636		6.3	7.0		44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653- 60(5) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	cases <sup>2/</sup>	cases <sup>2/</sup>	cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.		2,127	1,755		18.5	18.6		26.0	27.2
May		1,846	1,715		16.0	17.4		25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.



Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March	1,460	1,536		6,417	6,627	
April		1,476			6,855	
May		1,598			6,438	
June		1,508	1,694		6,197	6,122
July		1,378	1,616		5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

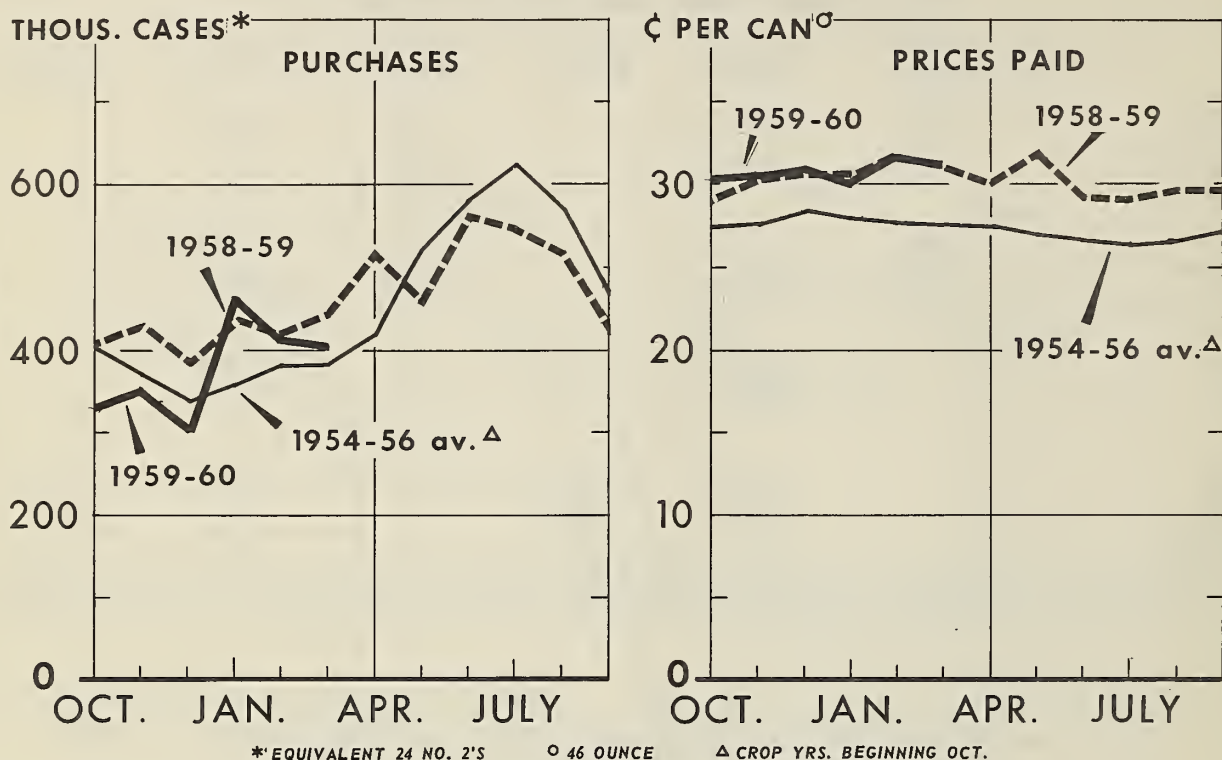
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/			
	Purchases		Prices paid per 6 ounce can		Purchases		Prices paid per 46 ounce can	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 4/	1,000 cases 4/	Cents	Cents
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April		756		19.4				
May		740		19.1				
June		801		18.9				
July		734		18.9		1,795		31.2
August		670		19.0		1,680		31.4
September		625		19.2		1,425		32.0

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(5) AGRICULTURAL MARKETING SERVICE

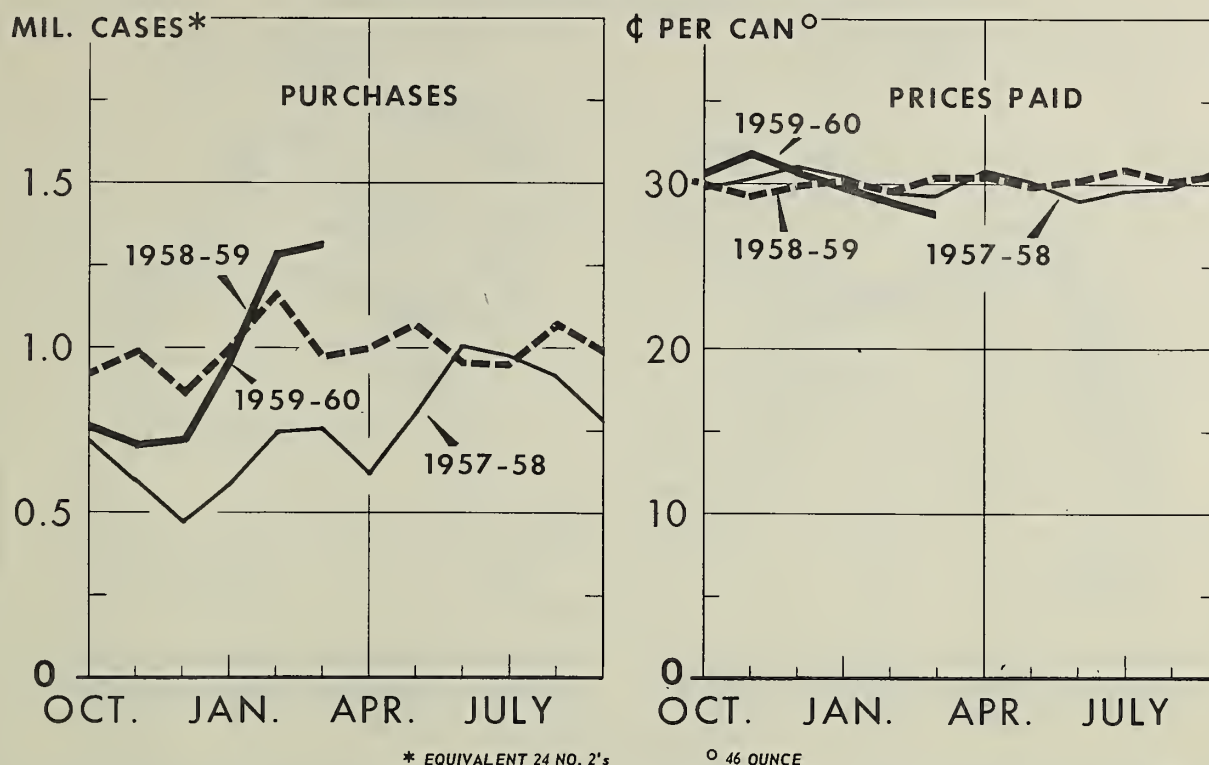
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.		517	420		4.0	4.4		30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (5)

AGRICULTURAL MARKETING SERVICE

Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

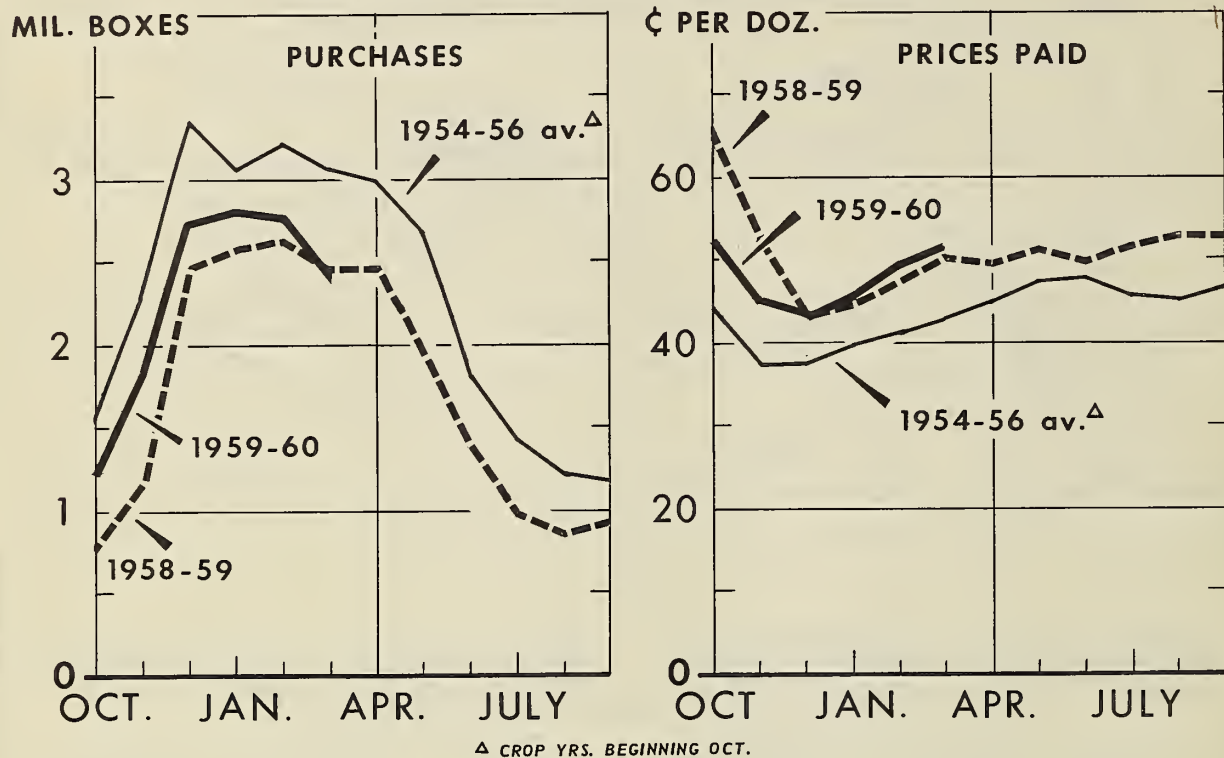
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.		1,000	621		8.5	6.3		30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60(5) AGRICULTURAL MARKETING SERVICE

Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

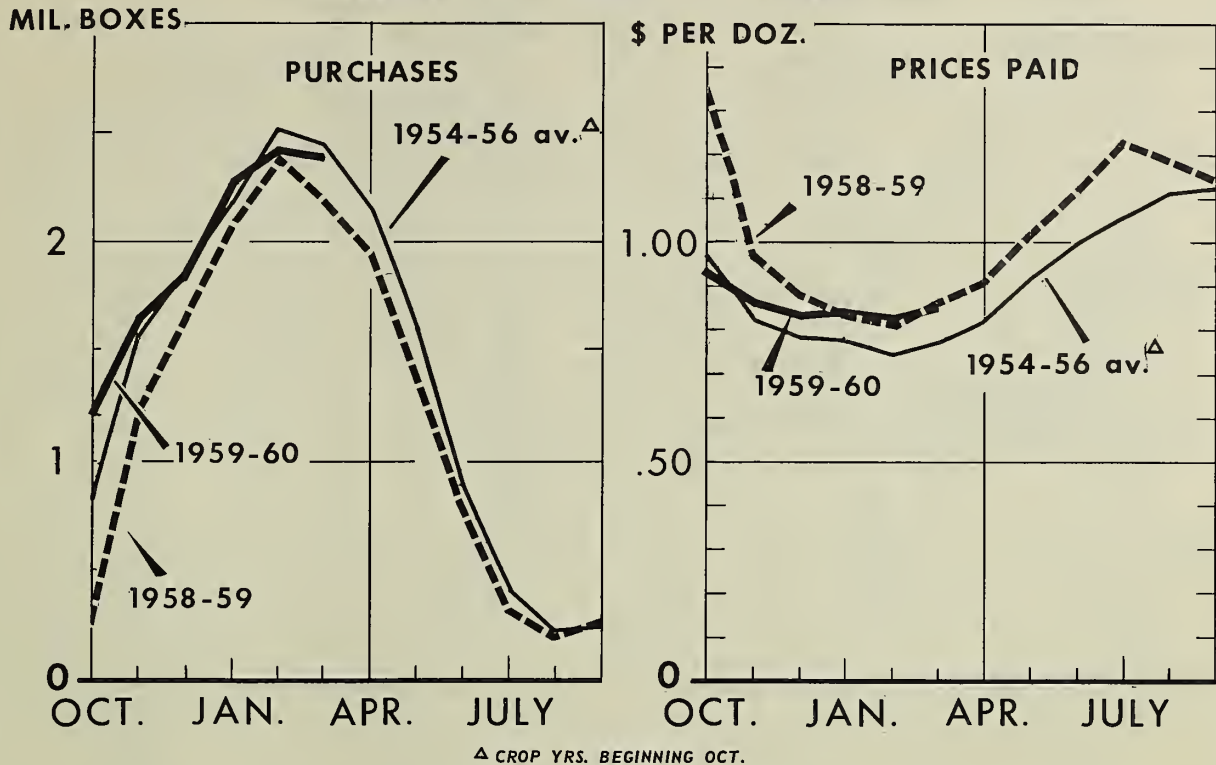
Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.		2,466	2,986		38.2	33.7		49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658- 60 (5) AGRICULTURAL MARKETING SERVICE

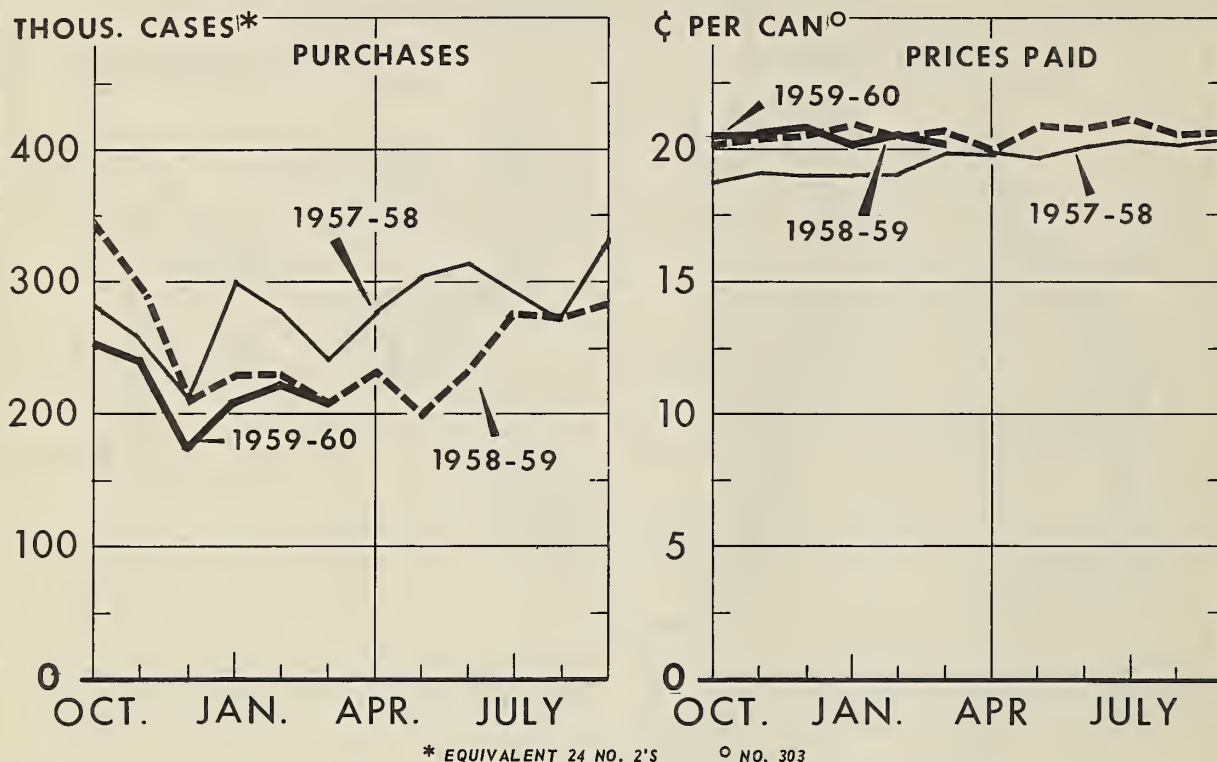
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.		1,958	2,153		26.6	23.7		91.2	82.1
May		1,383	1,587		20.1	18.4		101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

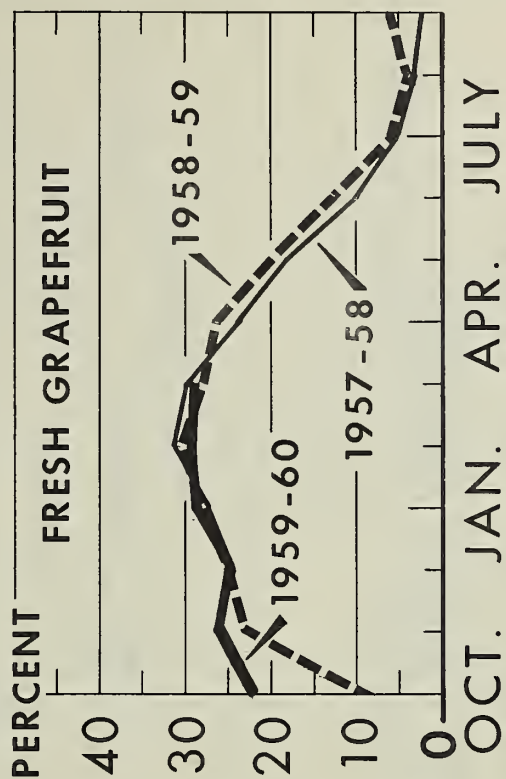
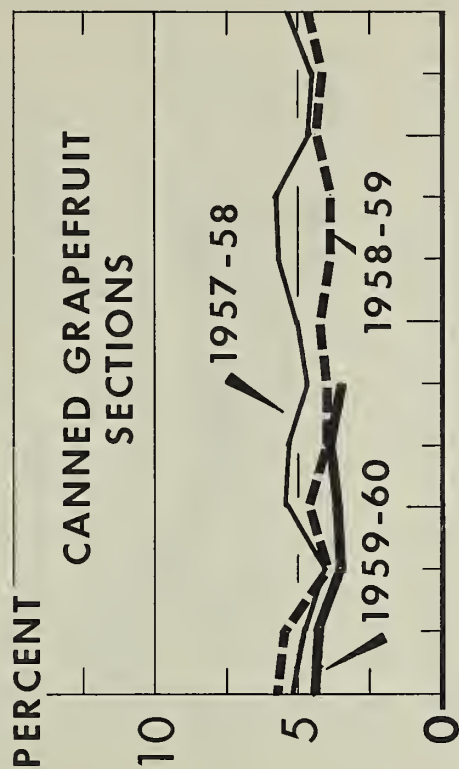
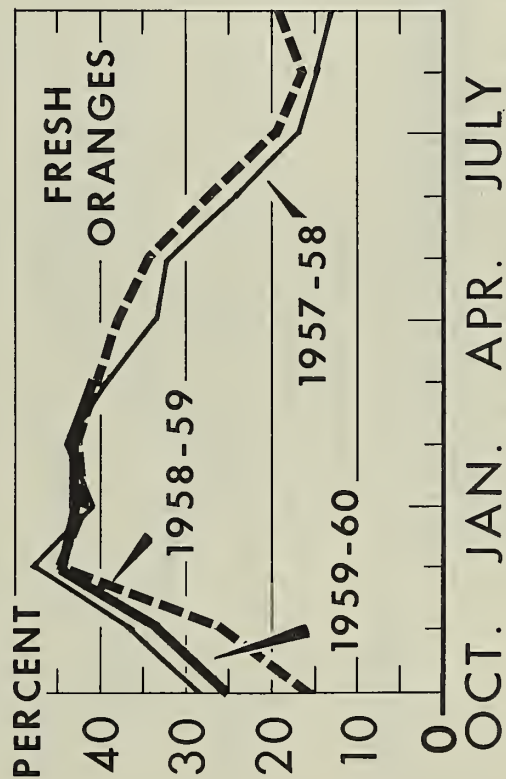
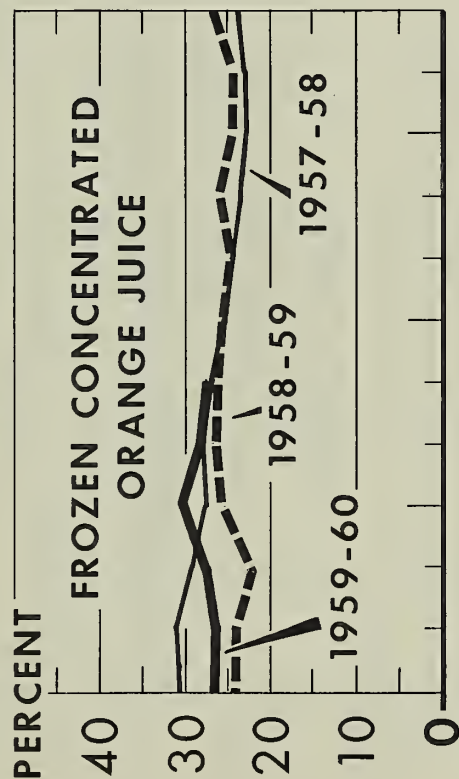
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Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.		231	278		4.3	5.1		20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

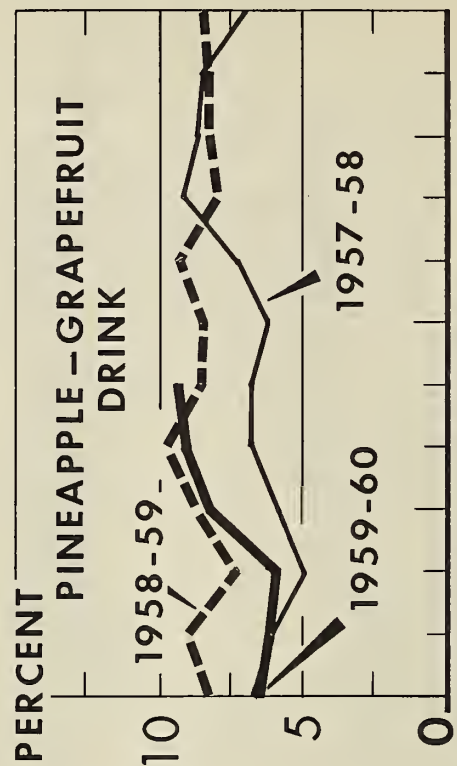
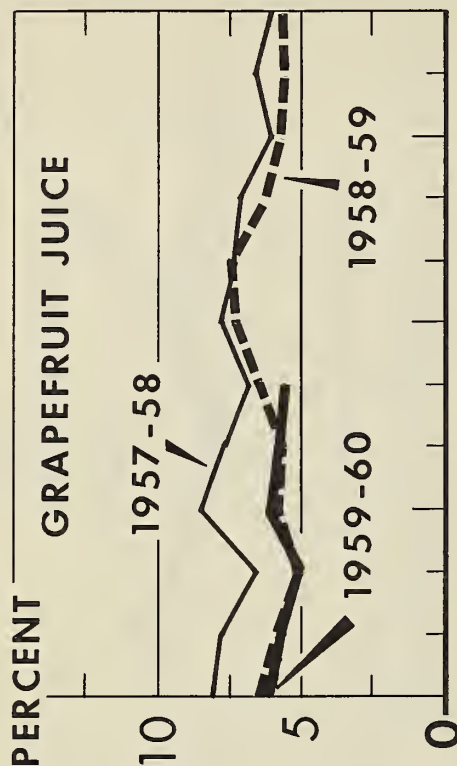
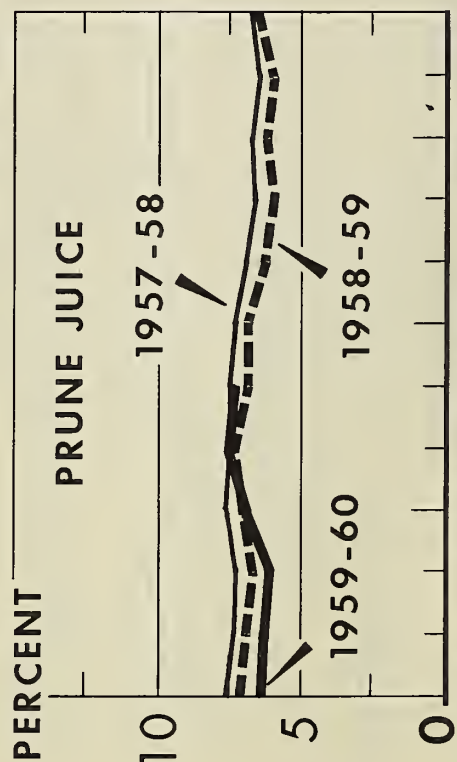
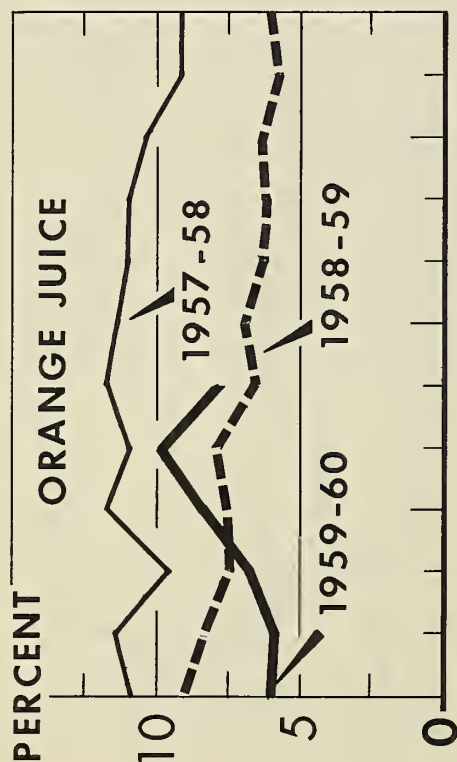
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

# PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT





# PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



OCT. JAN. APR. JULY

Table 18. FRESH TANGERINES: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/404	2/100	2/349	0.2	0	0.2	2/48.6	2/50.4	2/46.4
Nov.			882	9.2	3.0	8.7	47.9	38.4	43.8
Dec.	1,087	1,068	1,422	18.2	20.4	17.5			
Oct.-Dec.		1,332							
Jan.	390	517	308	7.7	10.1	7.2	44.6	37.9	46.9
Feb.	84	224	90	2.4	4.5	2.4	49.1	35.8	44.5
Mar.	2/	2/	2/	.8	.9	.4	2/	2/	2/
Oct.-Mar.		2,128	1,839						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season							39.1	44.9	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

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